



# Jewish Hope

**Executive Summary:** A platform that will foster a lasting, secure, and prosperous future for Israel and the Jewish people.

## Initiative Outcomes

- Establish a platform that maps and connects the international Jewish and Friends of Israel Communities with the Descendents of converted Jews from the Spanish Inquisition within Latin America starting with ancestry testing and educational outreach.
- Build a collective/registry of Israeli businesses and support their unique needs and offer opportunities to expand their business and access to capital in the economies/markets of North America, South America and Europe.
- Empower fundraising and philanthropy through marketing, media, education in a crowdfunding format.

## Platform Components

- Business Collective Registry
  - Impacted Israeli companies can create listings for needs
    - Jewish and Israel Supporting US/EU/LATAM Entrepreneurs, Brokers and Companies to support network needs and help generate business abroad.
- Crowdfunding System
  - Driving philanthropy toward the organizations and funds helping Israel and combat Anti-Semitism
- E-Learning Hub
  - Biblical education and media shows
  - Jewish Diaspora outreach/awareness programming
  - Jewish Entrepreneur Business Education Courses
- Events Calendar
  - Register for Jewish Events and programming - Webinars & In Person

## Launch Plan - Israel Business Initiative

- Establish MOU's from main partners
  - Lead Organizations
  - Participating Non-Profits and content providers
- VIP Dinner Gathering
  - Influencers, Business and Community Leaders -> Promotional support
- Circulate Israel Business Directory
  - Account managers to review Israeli business opportunities for development and craft calls to action through the network to establish support
  - US business communities are the ideal support network for Israeli business interests
  - Investors and fund managers to review opportunities as they develop
- Marketing Campaign
  - Establish lead sponsor and beneficiary to fund and provide programming - Webinars/Events
  - Produce Online Multi Panel E-Conference
- Converso Ancestry Initiative
  - Establish fundraising from events to start immediate testing
  - Nationwide ancestry tests in partnership with Brazilian Healthcare System
  - Jewish Descendents are given education portal access and connected to supporting Jewish communities

## Collaboration Opportunities:

1. Investment - Donation, sponsor, equity etc.
2. Partnership - Promotion, content, business development etc.